

THE LAUNCHPAD TO A DREAM CAREER IN SALES



When **Seth Moriarty** was a little boy, he knew what he wanted to be when he grew up. Not an astronaut or a fireman—he wanted to be a sales executive. And people were always telling him he should be in sales. So, when he graduated from college, the next step was to get into sales in some way, shape, or form.

BAO WAS THE PERFECT FIRST STEP

Seth had a plan: Learn the fundamentals of sales, become an outside rep, and then move into sales management. BAO offered an attractive place to start for two reasons. First, it would give him first-hand experience with the hardest part of sales: cold-calling. And second, as a young professional without much knowledge about the tech space, the fact that he'd be able to sit across from so many different companies—to learn what they do, understand how they help their customers, and represent them in the market—was powerful.

THE BAO YEARS BROUGHT PROFESSIONAL AND PERSONAL SATISFACTION

Seth was at BAO for almost 3½ years. He started as an Inside Sales Representative (ISR) securing appointments for Clients, and was promoted to Senior ISR and then Executive ISR. When an opportunity to move to an outside sales role within the company opened up, Seth jumped at the chance and spent 1½ years selling BAO's services to prospects and Clients.

There's no better place than BAO to get broad experience. During his tenure, Seth supported clients—and gained experience—in a wide range of B2B spaces, including information security, HR tech, marketing tech, business intelligence, and more.

Even though BAO is the first job in his long and impressive resume, any time he goes into a job interview, that experience is the one that often jumps out. Employers in the industry know BAO, and they know that any BAO alum they hire will have a remarkable work ethic.

But it wasn't all work, work, work. Seth loved the culture at BAO. He'd moved to the Boston area after attending school in North Carolina, and it was a great way to meet likeminded people his age. There was a company softball team and company outings to build team spirit in a more relaxed setting. Many of the relationships Seth formed at BAO some 15+ years ago are still some of his closest friendships today.

It's been a lot of years since I was at BAO, but I look back at that time as some of the best working years of my life.

*—Seth Moriarty, Director of Enterprise Sales
at Marketing Evolution and former BAOer*

THE LASTING LEGACY OF THE BAO EXPERIENCE

Working at BAO taught Seth a lot that's held him in good stead throughout his career. He learned how to handle rejection. He learned how to assert himself and not take no for an answer. He learned how to communicate an impactful message in a very short amount of time. He learned how to separate himself from the thousand other sales people out there.

HOW CAN **BAO**
FUEL YOUR
SALES CAREER?

Visit the [careers section of our website](#) to learn about open positions, our culture, and more

PILOTING A CAREER TRAJECTORY

Since leaving BAO, Seth has refined his notion of what he wants his career in sales to look like. At every stage, he had a clear sense of what he wanted to try next, and was able to get hired into exactly those positions. He worked in inside sales, outside sales, and sales management. He worked at cool startups and large, established enterprises. He's been an individual contributor and managed teams. Along the way he's learned what he does and does not like, and is currently in a position and a company that fits both his career objectives and his, by now, formidable talents.

